MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMG1014 – MANAGEMENT

3rd October 2022

2.30 p.m. to 4.30 p.m.

(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **ONE (1)** page (excluding this cover page), with **FIVE (5)** questions.
2. Answer **ALL** the questions. The distribution of the marks for each question is given. The total mark is **50 percent.**
3. Write all your answers in the **Answer Booklet** provided.

Answer ALL FIVE (5) questions.

Question 1

List and briefly explain **FIVE (5)** characteristics of a well written goals in management.

(5 marks)

Question 2

(a) Describe why traits are associated with a leadership.

(4 marks)

(b) Highlight **THREE (3)** traits which a leader should have in order to manage his or her organization.

(6 marks)

Question 3

Compare the **FOUR (4)** differences between external and internal forces for change in an organization.

(10 marks)

Question 4

Discuss the **FIVE (5)** purposes why a firm should conduct a good organizing structure in their management of each business units.

(15 marks)

Question 5

In ensuring an organizational performance, managers will apply the SWOT analysis. Discuss how a manager apply SWOT analysis in the management perspective.

(10 marks)

End of page.